

**CITY CENTER DEVELOPMENT AGENCY
- AN URBAN RENEWAL AGENCY –
MEETING
SEPTEMBER 13, 2005**

1. CITY CENTER DEVELOPMENT AGENCY (CCDA) MEETING
 - 1.1 Chair Dirksen called the meeting to order at 10:16 p.m.
 - 1.2 Agency Members Present: Chair Dirksen; Directors Sherwood, Wilson, and Woodruff.
2. REVIEW AND PROVIDE INPUT ON THE URBAN RENEWAL PROJECT PUBLIC OUTREACH PLAN

The CCDA members reviewed the Urban Renewal Project Public Outreach Plan with members of the staff, the consultant, and Chair of the City Center Advisory Committee (CCAC). Strategies were reviewed. Additional discussions are needed at CCAC regarding boundaries of the project.

Mike Marr, CCAC Chair, reviewed the elements of the Plan. He referred to ten specific projects identified along with plans to “get the word out” about the Plan to the public.

Consultant Jim Rapp (of Norton-Arnold & Company) reviewed the process to develop the plan, which included:

- Brainstorming session (CCAC and interested citizens participated)
- Incorporating the results of a citizen survey, which indicated an impressive level of awareness and support for improvements in the downtown area
- Applying “best practices” for public outreach


Mr. Rapp reviewed the key messages (themes) of the Plan. He also referred to the 11 outreach strategies, noting that the 11th strategy was added for additional outreach to property owners.

A matrix on roles and responsibilities relating to the Plan will be developed in the near future.

CCAC Chair Marr noted the outreach will require a lot of effort in the next six to eight months. Council discussion followed with Council members indicating their support. Once a ballot title is approved, Mayor Dirksen noted advocacy will fall to the City Council. There are plans to form a Political Committee to support the ballot measure.

Community Development Director Hendryx noted meetings with other taxing jurisdictions are being scheduled to solicit comments on the proposed urban renewal effort using tax increment financing.

3. Adjournment: 10:45 p.m.


Catherine Wheatley, Recorder
City Center Development Agency

Attest:



Craig Dirksen, Chair
City Center Development Agency

Date: 12.13.05

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